



These Rosenthal Products can be found at the Ambiente Trend Show 2020.

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Cutting-edge: Rosenthal at Ambiente Trends 2020

Ambiente is a must for discoverers of the latest inspirations, trends and styles. On top of that, the Ambiente Trend Show is an absolute highlight of the fair. We are delighted that **five Rosenthal products** have been selected for it! From **7th February to 11th February**, they can be spotted together with other trends at the world's leading consumer goods exhibition. Discover these and other Rosenthal novelties at the **Rosenthal booth in hall 4.1 C50/51!**

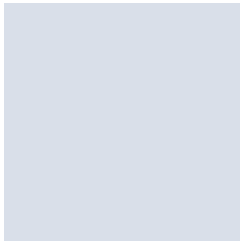
The *Ambiente Trends 2020* are researched and curated by the design studio [bora.herke.palmisano](https://www.bora.herke.palmisano.com). The studio will be sifting through the most ground-breaking influences in the areas of design, art, architecture, fashion and lifestyle. For 2020, bora.herke.palmisano has selected and highlighted three thematic trends: "shaped+softened", "precise+architectural" and "artistical+diverse".

Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded 140 years ago, Rosenthal develops products equally for discerning end customers and for exacting professional clients from the restaurant and hotel trade. Our products stand out with exceptional form, function, quality and craftsmanship and represent a cultural asset "made in Germany", never ceasing to combine innovation and creativity. With its award-winning porcelain design, trendy lifestyle collections and modern, elegant classics, the Rosenthal brand raises the bar time and again for aesthetics and individuality.

Established figures from the worlds of architecture, design and art, but also the hottest newcomers and talents design avant-garde dinner table collections, foster a joy of giving and create sophisticated furnishings. The collections are manufactured in the Rosenthal porcelain factory in Selb and the “Thomas am Kulm” porcelain factory in Speichersdorf, which offer some of the porcelain industry’s most advanced production facilities anywhere in the world and deliver sustainable manufacturing with careful use of resources thanks to the forward-looking investments that have been made.

New interior collections and accessories enrich the Rosenthal world by adding designer objects that go far beyond the limits of a conventional table setting and round off the huge product variety.

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